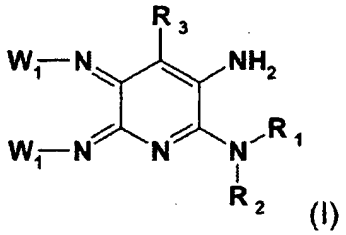
AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-46 (Canceled)

47. (New) A dye composition comprising, in a suitable medium, at least one compound of formula (I), or an addition salt thereof:



(I)

wherein

- R_1 and R_2, which are independent of each other, are chosen from:

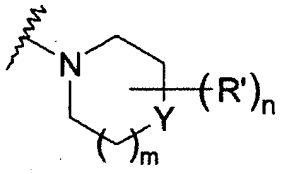
  -hydrogen atoms,

  -linear and branched, unsaturated and saturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, C_1-C_2 (di)alkylamino, C_1-C_2 alkoxy,

carboxyl, sulphonic, and thiol radicals; with the proviso that R_1 and R_2 do not comprise a peroxide bond, or a diazo or nitroso radical, and R_1 and R_2 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom or a SO_2 group, and

- an onium radical Z,

- R_1 and R_2 form, with the nitrogen atom to which they are attached, a ring of formula (II):



formula (II)

wherein

- R' is chosen from:

  - a hydrogen atom;

  - a halogen atom;

  - a C_1-C_4 alkyl radical optionally substituted with at least one radical chosen from hydroxyl, carboxyl, C_1-C_4 alkoxycarbonyl, (C_1-C_4)alkylamido((C_1-C_4)alkylCONH-), (C_1-C_4)alkylcarbamoyl ((C_1-C_4)alkylNHCO-), (C_1-C_4)alkylsulphonyl ((C_1-C_4)alkylSO_2-), C_1-C_4

alkoxy, (C_1-C_4)alkylsulphonamido ((C_1-C_4)alkylSO_2NH-), (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl$NHSO_2$-), and onium Z radicals;

- a $NR'_3R'_4$ radical;

- a carboxyl radical;

- a C_1-C_4 alkoxycarbonyl radical;

- a (C_1-C_4)alkylamido radical ((C_1-C_4)alkylCONH-);

- a (C_1-C_4)alkylsulphonyl radical (alkylSO_2-);

- an alkylsulphonamido radical ((C_1-C_4)alkylSO_2NH-);

- a hydroxyl radical;

- a C_1-C_4 alkoxy radical;

- a C_2-C_4 hydroxyalkoxy radical;

- a (C_1-C_4)alkylcarbamoyl radical ((C_1-C_4)alkyl$NHCO$-);

- (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl-NH-SO_2-);

- a C_1-C_4 thioether radical;

- a sulphonic radical (SO_3H) and the addition salts thereof; and

- an onium radical Z,

wherein R'_3 and R'_4, which may be identical or different, are chosen from hydrogen atoms and C_1-C_4 alkyl radicals optionally substituted with at least one radical chosen from hydroxyl, C_1-C_4 alkoxy, amino, mono- and dialkylamino, (C_1-C_4)alkylCO-, (C_1-C_4)alkyl$NHCO$-, and (C_1-C_4)alkylSO_2- radicals,

- n is an integer ranging from 1 to 8,

- m is an integer ranging from 0 to 3, and

- Y is chosen from a oxygen atom, a CR' radical, a NR'_5 radical, and a $NR'_6R'_7$ radical wherein

R'_5 is chosen from a hydrogen atom and a linear or branched, saturated or unsaturated C_1-C_{10} hydrocarbon-based chain, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that R'_5 does not comprise a peroxide bond, or a diazo or nitroso radical, and R'_5 is not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

R'_6 and R'_7, which are independent of each other, are chosen from linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, wherein at least one carbon atom of the carbon-based chain, independently from the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that R'_6 and R'_7 do not comprise a peroxide bond, or a diazo or

nitroso radical, and R'_6 and R'_7 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

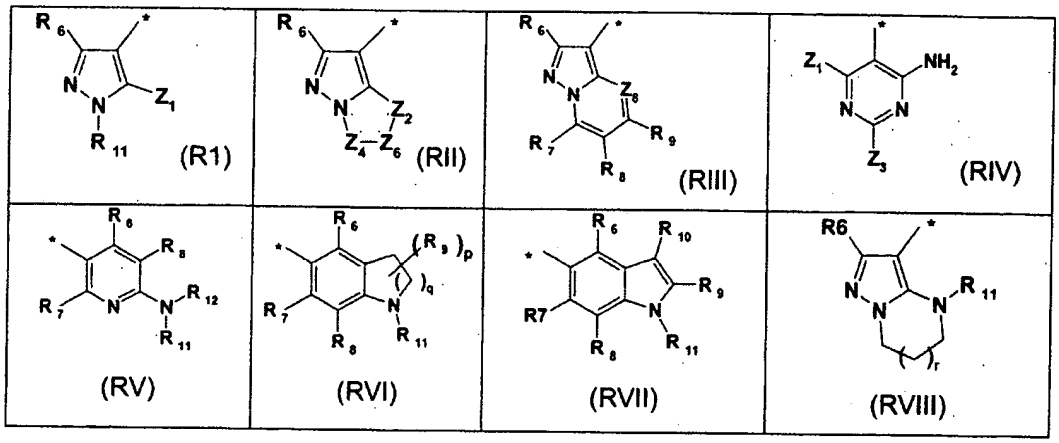
- R_3 is chosen from:

  - a hydrogen atom,

  - a linear or branched, saturated or unsaturated C_1-C_{10} hydrocarbon-based chain, which optionally forms at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, C_1-C_2 (di) alkylamino, C_1-C_2 alkoxy, carboxyl, sulphonic, and thiol radicals; with the proviso that R_3 does not comprise a peroxide bond, or a diazo or nitroso radical,

  - an $NR'_1R'_2$ radical, wherein R'_1 and R'_2 have the same definitions as R_1 and R_2, respectively,

- W_1 is chosen from an aromatic heterocyclic radical chosen from the following radicals:



- Z_1 and Z_3, which are independent of each other, are chosen from hydrogen atoms, hydroxyl radicals and $NR_{11}R_{12}$ radicals,

- Z_2, Z_4 and Z_6, which are independent of each other, are chosen from nitrogen atoms, CR_{12} radicals, and NR_{11} radicals, wherein at least one of Z_2, Z_4 and Z_6 is a CR_{12} radical and wherein there cannot be more than three contiguous nitrogen atoms,

- Z_8 is chosen from a nitrogen atom and a CR_{15} radical,

- R_6, R_7, R_8, R_9, R_{10}, R_{11}, R_{12} and R_{15}, which are independent of each other, are chosen from:

  -hydrogen atoms,

  -linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based

chain, independently of the the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amnio, carboxyl, sulphonic, and thiol radicals; with the proviso that the radicals R_6 to R_{12} and R_{15} do not comprise a peroxide bond, or a diazo or nitroso radical, and the radical R_{11} is not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

- p ranges from 4 to 8,
- q ranges from 1 to 3, and
- r ranges from 0 to 2,
- * indicates a point of attachment of W_1 in formula (I).

48. (New) The composition according to claim 47, wherein R_3 is chosen from a hydrogen atom, and a C_1-C_4 alkyl radical optionally substituted with at least one radical chosen from hydroxyl, C_1-C_2 alkoxy, amino, and C_1-C_2 (di)alkylamino radicals.

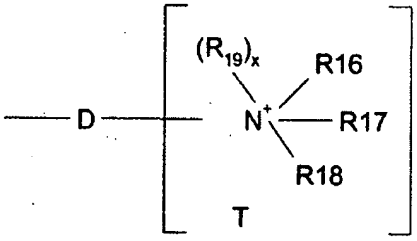
49. (New) The composition according to claim 47, wherein R_1 and R_2, independently of each other, are chosen from hydrogen atoms and C_1-C_6 alkyl radicals optionally substituted with at least one radical chosen from hydroxyl, alkoxy, amino, and C_1-C_4 (di)alkylamino radicals.

50. (New) The composition according to claim 47, wherein R_1 and R_2 form, with the nitrogen atom to which they are attached, a 5- or 8-membered heterocycle chosen from pyrrolidine, piperidine, homopiperidine, piperazine, homopiperazine, and optionally substituted diazepane heterocycles.

51. (New) The composition according to claim 47, wherein R_1 and R_2 form a heterocycle chosen from pyrrolidine, 3-hydroxypyrrolidine, 3-aminopyrrolidine, 3-acetamidopyrrolidine, 3-(methylsulphonylamino)pyrrolidine, proline, 3-hydroxyproline, piperidine, hydroxypiperidine, homopiperidine, diazepane, N-methylhomopiperazine, N-β-hydroxyethylhomopiperazine, and the addition salts thereof.

52. (New) The composition according to claim 50, wherein R_1 and R_2 form, with the nitrogen atom to which they are attached, an optionally substituted pyrrolidine ring.

53. (New) The composition according to claim 47, wherein the onium radical Z is a radical of formula (III)



(III)

wherein

- D is chosen from a covalent bond and a linear and branched C_1-C_{14} alkylene chain which optionally comprises at least one entity chosen from at least one hetero atom chosen from oxygen, sulphur and nitrogen; SO_2; and at least one ketone function, wherein the chain optionally is substituted with at least one radical chosen from hydroxyl, C_1-C_6 alkoxy, amino, and C_1-C_4 (di)alkylamino radicals,

- R_{16}, R_{17} and R_{18}, which are independent of each other, are chosen from C_1-C_{15} alkyl radicals; C_1-C_6 monohydroxyalkyl radicals; C_2-C_6 polyhydroxyalkyl radicals; (C_1-C_6)alkoxy(C_1-C_6)alkyl radicals; aryl radicals; benzyl radicals; C_1-C_6 amidoalkyl radicals; tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radicals; C_1-C_6 aminoalkyl radicals; C_1-C_6 aminoalkyl radicals wherein the amine is mono- or disubstituted with at least one radical chosen from C_1-C_4 alkyl, (C_1-C_6)alkylcarbonyl, amido and (C_1-C_6)alkylsulphonyl radicals; a carbamyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical;

- R_{16}, R_{17} and R_{18} together, in pairs, form, with the nitrogen atom to which they are attached, a 4-, 5-, 6- or 7-membered carbon-based saturated ring which optionally comprises at least one hetero atom, wherein the carbon-based ring optionally is substituted with at least one entity chosen from halogen atoms, hydroxyl radicals, C_1-C_6 alkyl radicals, C_1-C_6 monohydroxyalkyl radicals, C_2-C_6 polyhydroxyalkyl radicals, C_1-C_6

alkoxy radicals, tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radicals, amido radicals, carboxyl radicals, C_1-C_6 alkylcarbonyl radicals, thio radicals, C_1-C_6 thioalkyl radicals, (C_1-C_6)alkylthio radicals, amino radicals, and amino radicals mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals;

- R_{19} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical wherein the amine is mono- or disubstituted with at least one radicalchosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a carboxy(C_1-C_6)alkyl radical; a carbamyl(C_1-C_6)alkyl radical; a C_1-C_6 trifluoroalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a C_1-C_6 sulphonamidoalkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphinyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphonyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylsulphonamido(C_1-C_6)alkyl radical;

- x is 0 or 1,

    - when x is equal to 0, then linker arm D is attached to the nitrogen atom bearing the radicals R_{16} to R_{18},

- when x is equal to 1, then two of the radicals R_{16} to R_{18} form, together with the nitrogen atom to which they are attached, a 5-, 6- or 7-membered saturated ring and the linker arm D is linked to a carbon atom of the saturated ring; and

- T is a counterion.

54. (New) The composition according to claim 53, wherein when x is equal to 0, R_{16}, R_{17} and R_{18}, independently of each other, are chosen from C_1-C_6 alkyl radicals, C_1-C_4 monohydroxyalkyl radicals, C_2-C_4 polyhydroxyalkyl radicals, (C_1-C_6)alkoxy(C_1-C_4)alkyl radicals, C_1-C_6 amidoalkyl radicals, and tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radicals.

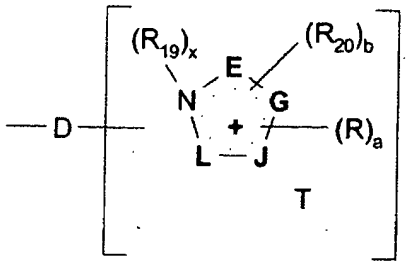
55. (New) The composition according to claim 53, wherein when x is equal to 0, R_{16} and R_{17} together form a ring chosen from azetidine, pyrrolidine, piperidine, homopiperidine, piperazine, homopiperazine and morpholine rings, and R_{18} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical; an aminoalkyl radical wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_4)alkyl, (C_1-C_6)alkylcarbonyl, amido and (C_1-C_6)alkylsulphonyl radicals; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical.

56. (New) The composition according to claim 53, wherein when x is equal to 1, R_{19} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical, R_{16} and R_{17} together form a ring chosen from an azetidine, pyrrolidine, piperidine, homopiperidine, piperazine, homopiperazine, and morpholine rings, and R_{18} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_4)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical.

57. (New) The composition according to claim 53, wherein x is equal to 0 and R_{16}, R_{17} and R_{18} are alkyl radicals.

58. (New) The composition according to claim 53, wherein D is chosen from a covalent bond and a C_1-C_6 alkylene chain, which is optionally substituted.

59. (New) The composition according to claim 47, wherein the onium radical Z is a radical of formula (IV)



(IV)

wherein

- D is chosen from a covalent bond and a linear and branched C_1-C_{14} alkylene chain which optionally comprises at least one entity chosen from at least one hetero atom chosen from oxygen, sulphur and nitrogen; SO_2; and at least one ketone function, wherein the chain optionally is substituted with at least one radical chosen from hydroxyl, C_1-C_6 alkoxy, amino, and C_1-C_4 (di)alkylamino radicals,
    - E, G, J and L, which may be identical or different, are chosen from carbon, oxygen, sulphur, and nitrogen atoms to form a ring chosen from pyrazole, imidazole, triazole, oxazole, isoxazole, thiazole, and isothiazole rings,
    - a is an integer ranging from 0 to 3;
    - b is an integer ranging from 0 to 1;

- a+b is an integer ranging from 2 to 4,

- R, which may be identical or different, is chosen from hydrogen and halogen atoms; a hydroxyl radical; a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 alkoxy radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; an amido radical; a carboxyl radical; a C_1-C_6 alkylcarbonyl radical; a thio radical; a C_1-C_6 thioalkyl radical; a (C_1-C_6)alkylthio radical; an amino radical; an amino radical mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a C_1-C_6 monohydroxyalkyl radical and a C_2-C_6 polyhydroxyalkyl radical; a benzyl radical; and a phenyl radical optionally substituted with at least one radical chosen from methyl, hydroxyl, amino, and methoxy radicals; wherein the radicals R are borne by a carbon atom;

- R_{20} is chosen from a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical, a (C_1-C_6)alkoxy(C_1-C_6)alkyl radical, a C_1-C_6 carbamylalkyl radical, a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical, and a benzyl radical; wherein the radical R_{20} is borne by a nitrogen atom,

- R_{19} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical wherein the amine

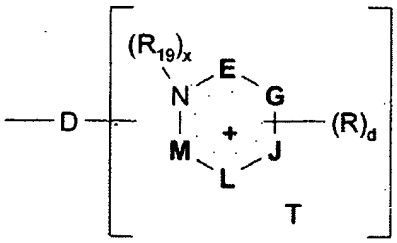
is mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a carboxy(C_1-C_6)alkyl radical; a carbamyl(C_1-C_6)alkyl radical; a C_1-C_6 trifluoroalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a C_1-C_6 sulphonamidoalkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphinyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphonyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylsulphonamido(C_1-C_6)alkyl radical,

- x is equal to 0 or 1,
    - when x is equal to 0, the linker arm D is attached to the nitrogen atom,
    - when x is equal to 1, the linker arm D is attached to one ring member chosen from E, G, J, and L when E, G, J or L is chosen from a carbon atom, and
- T is a counterion.

60. (New) The composition according to claim 59, wherein the ring members E, G, J and L form a ring chosen from imidazole, pyrazole, oxazole, thiazole, and triazole rings.

61. (New) The composition according to claim 59, wherein x is equal to 0, and D is chosen from a single bond and a C_1-C_4 alkylene chain which is optionally substituted.

62. (New) The composition according to claim 47, wherein the onium radical Z is a radical of formula (V)



(V)

wherein

- D is chosen from a covalent bond and a linear and branched C_1-C_{14} alkylene chain which optionally comprises at least one entity chosen from at least one hetero atom chosen from oxygen, sulphur and nitrogen; SO_2; and at least one ketone function, wherein the chain optionally is substituted with at least one radical chosen from hydroxyl, C_1-C_6 alkoxy, amino, and C_1-C_4 (di)alkylamino radicals,

- R, which may be identical or different, is chosen from hydrogen and halogen atoms; a hydroxyl radical; a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 alkoxy radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; an amido radical; a carboxyl

radical; a C_1-C_6 alkylcarbonyl radical; a thio radical; a C_1-C_6 thioalkyl radical; a (C_1-C_6)alkylthio radical; an amino radical; an amino radical mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a benzyl radical; and a phenyl radical optionally substituted with at least one radical chosen from methyl, hydroxyl, amino, and methoxy radicals; wherein the radicals R are borne by a carbon atom;

- R_{19} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; an aryl radical; a benzyl radical; a C_1-C_6 aminoalkyl radical; a C_1-C_6 aminoalkyl radical wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a carboxy(C_1-C_6)alkyl radical; a carbamyl(C_1-C_6)alkyl radical; a C_1-C_6 trifluoroalkyl radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; a C_1-C_6 sulphonamidoalkyl radical; a (C_1-C_6)alkylcarboxy(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphinyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylsulphonyl(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylsulphonamido(C_1-C_6)alkyl radical,

- E, G, J, L and M, which may be identical or different, are chosen from carbon and nitrogen atoms, and form a ring chosen from pyridine, pyrimidine, pyrazine, triazine and pyridazine rings,

- d is an integer ranging from 3 to 5,

- x is equal to 0 or 1,
    - when x is equal to 0, the linker arm D is attached to the nitrogen atom,
    - when x is equal to 1, the linker arm D is attached to one ring member chosen from E, G, J, L, and M, when E, G, J, L or M is chosen from a carbon atom, and
- T is a counterion.

63. (New) The composition according to claim 62, wherein the ring members E, G, J, L and M form, with the nitrogen of the ring, a ring chosen from pyridine, pyrimidine, pyridazine, and pyrazine rings.

64. (New) The composition according to claim 59, wherein x is equal to 0 and R is chosen from a hydroxyl radical; a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 alkoxy radical; a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical; an amido radical; a C_1-C_6 alkylcarbonyl radical; an amino radical; an amino radical mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a C_1-C_6 monohydroxyalkyl radical; and a C_2-C_6 polyhydroxyalkyl radical; wherein the radical R is borne by a carbon atom.

65. (New) The composition according to claim 59, wherein when x is equal to 1,

R_{19} is chosen from a C_1-C_6 alkyl radical; a C_1-C_6 monohydroxyalkyl radical; a C_2-C_6 polyhydroxyalkyl radical; a C_1-C_6 aminoalkyl radical, wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals; a C_1-C_6 carbamylalkyl radical; a tri(C_1-C_6)-alkylsilane(C_1-C_6)alkyl radical; a (C_1-C_6)alkylcarbonyl(C_1-C_6)alkyl radical; and a N-(C_1-C_6)alkylcarbamyl(C_1-C_6)alkyl radical; and

R is chosen from a hydroxyl radical, a C_1-C_6 alkyl radical, a C_1-C_6 monohydroxyalkyl radical, a C_2-C_6 polyhydroxyalkyl radical, a C_1-C_6 alkoxy radical, a tri(C_1-C_6)alkylsilane(C_1-C_6)alkyl radical, an amido radical, a C_1-C_6 alkylcarbonyl radical, an amino radical, and an amino radical mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl, (C_1-C_6)alkylcarbonyl, amido, and (C_1-C_6)alkylsulphonyl radicals.

66. (New) The composition according to claim 59, wherein R and R_{19} are C_1-C_4 alkyl radicals which are optionally substituted.

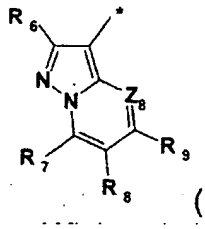
67. (New) The composition according to claim 47, wherein W_1 is chosen from 5-aminopyrazole, 5-hydroxypyrazole, pyrazolo[1,5-b]pyridine, pyrazolo[1,5-a]pyrimidine, pyrazolo[3,2-c]triazole, pyrazolo[1,5-b]triazole, aminopyrimidine, triaminopyrimidine, hydroxyaminopyrimidine, 2-aminopyridine, indoline, and indole radicals.

68. (New) The composition according to claim 67, wherein W_1 is chosen from the 5-aminopyrazole and 5-hydroxypyrazole radicals of formula (R1).

69. (New) The composition according to claim 68, wherein W_1 is chosen from 5-aminopyrazole and 5-hydroxypyrazole radicals wherein R_6 and R_{11}, which may be identical or different, are chosen from hydrogen atoms and linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of each other, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from a halogen atom, and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that the radicals R_6 to R_{12} do not comprise a peroxide bond, or a diazo or nitroso radical and the radical R_{11} is not linked directly to the nitrogen atom via an oxygen, sulphur or nitrogen atom.

70. (New) The composition according to claim 69, wherein R_6 and R_{11}, which are independent of each other, are chosen from hydrogen atoms and linear and branched, saturated and unsaturated C_1-C_4 hydrocarbon-based chains, which optionally form at least one 5- or 6-membered carbon-based ring, wherein the carbon atoms of the carbon-based chain, independently of each other, are optionally substituted with at least one entity chosen from a halogen atom, a hydroxyl radical, and amino radicals.

71. (New) The composition according to claim 47, wherein W_1 is chosen from a compound of formula RIII



(RIII)

wherein R_6, R_7, R_8, and R_9, which are independent of each other, are chosen from:

-hydrogen atoms,

-linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that the radicals R_6 to R_9 do not comprise a peroxide bond or diazo or nitroso radicals, and

Z_8 is chosen from a nitrogen atom and a CR_{15} radical.

72. (New) The composition according to claim 71, wherein W_1 is a pyrazolo[1,5-b]pyridine radical wherein R_6, R_7, R_8, R_9 and R_{15}, which may be identical or different, are chosen from

- hydrogen atoms,

- linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that the radicals do not comprise a peroxide bond or diazo or nitroso radicals,

- hydroxyl and amino radicals, the amine radical optionally substituted with a linear or branched, saturated or unsaturated C_1-C_4 hydrocarbon-based chain, which optionally forms at least one 5- or 6-membered carbon-based ring, wherein the carbon atoms of the carbon-based chain, independently of each other, are optionally substituted with at least one entity chosen from halogen atoms and hydroxyl and amino radicals.

73. (New) The composition according to Claim 72, wherein W_1 is a pyrazolo[1,5-b]pyridine radical wherein R_6, R_7, R_8, R_9 and R_{15}, which may be identical or different, are chosen from:

- hydrogen atoms,

- linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered

carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic and thiol radicals; with the proviso that the radicals do not comprise a peroxide bond or diazo or nitroso radicals,

- hydroxyl or amino radicals, the amine radical is optionally substituted with a linear or branched, saturated or unsaturated C_1-C_4 hydrocarbon-based chain, which optionally forms at least one 6-membered carbon-based ring, wherein the carbon atoms of the carbon-based chain, which are independent of each other, optionally are substituted with at least one entity chosen from halogen atoms, and hydroxyl and amino radicals.

74. (New) The composition according to claim 71, wherein W_1 is a pyrazolo[1,5-b]pyridine radical wherein R_6, R_7, R_8, R_9 and R_{15}, which may be identical or different, are chosen from:

- hydrogen atoms,

- linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein the carbon atoms of the carbon-based chain, independently of each other, optionally are substituted with

at least one entity chosen from halogen atoms and hydroxyl, amino, monosubstituted or disubstituted amino, C_1-C_4 alkoxy, C_1-C_4 thioether, carboxyl, sulphonic, and thiol radicals;

- hydroxyl and amino radicals, the amine optionally substituted with a linear or branched, saturated or unsaturated C_1-C_4 hydrocarbon-based chain, which optionally forms at least one 5- or 6-membered carbon-based ring, wherein the carbon atoms of the carbon-based chain, independently of each other, optionally are substituted with at least one entity chosen from halogen atoms and hydroxyl, and amino radicals.

75. (New) The composition according to Claim 72, wherein the radicals R_6, R_7, R_8, R_9 and R_{15} are chosen from hydrogen atoms and linear and branched C_1-C_4 hydrocarbon-based chains which are optionally saturated or unsaturated, wherein the carbon atoms of the carbon-based chain, independently of each other, optionally are substituted with at least one entity chosen from halogen atoms, hydroxyl and amino radicals.

76. (New) The composition according to claim 71, wherein W_1 is a pyrazolo[1,5-a]pyrimidine radical wherein

R_7 and R_9 are chosen from hydrogen atoms; linear and branched C_1-C_6 alkyl radicals; C_1-C_6 monohydroxyalkyl radicals; C_2-C_6 polyhydroxyalkyl radicals; C_1-C_6 aminoalkyl radicals and C_1-C_6 aminoalkyl radicals wherein the amine is mono- or disubstituted with at least one radical chosen from a (C_1-C_6)alkyl radical; a

(C_1-C_6)alkylcarbonyl radical; a hydroxyl radical; and an amino radical, wherein the amino is optionally substituted with a linear or branched C_1-C_{10} hydrocarbon-based chain, which optionally forms at least one 5- or 6-membered carbon-based ring which is saturated or unsaturated, wherein the carbon atoms of the carbon-based chain, independently of each other, optionally are substituted with at least one entity chosen from halogen atoms and hydroxyl and amino radicals;

R_6 and R_8 are chosen from hydrogen atoms; linear and branched C_1-C_6 alkyl radicals; C_1-C_6 monohydroxyalkyl radicals; C_2-C_6 polyhydroxyalkyl radicals; C_1-C_6 aminoalkyl radicals; and C_1-C_6 aminoalkyl radicals wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_6)alkyl and (C_1-C_6)alkylcarbonyl radicals.

77. The composition according to claim 76, wherein

R_7 and R_9 are chosen from hydrogen atoms; linear and branched C_1-C_4 alkyl radicals; C_1-C_4 monohydroxyalkyl radicals; C_2-C_4 polyhydroxyalkyl radicals; C_1-C_4 aminoalkyl radicals; and C_1-C_4 aminoalkyl radicals wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_2)alkyl, hydroxyl, and amino radicals, wherein the amino is optionally substituted with a linear or branched C_1-C_4 hydrocarbon-based chain, wherein the carbon atoms of the carbon-based chain, independently of each other, optionally are substituted with at least one entity chosen from hydroxyl and amino radicals, and

R_6 and R_8 are chosen from hydrogen atoms; linear and branched C_1-C_4 alkyl radicals; C_1-C_4 monohydroxyalkyl radicals; C_2-C_4 polyhydroxyalkyl radicals; C_1-C_4 aminoalkyl radicals; C_1-C_4 aminoalkyl radicals wherein the amine is mono- or disubstituted with at least one radical chosen from (C_1-C_2)alkyl and C_1-C_2 alkoxy radicals.

78. (New) The composition according to claim 77, wherein R_6, R_7, R_8 and R_9 are chosen from hydrogen atoms; C_1-C_4 alkyl radicals; amino radicals; C_1-C_4 mono- and dialkylamino radicals; C_1-C_4 hydroxyalkyl radicals; and C_1-C_2 alkoxy radicals.

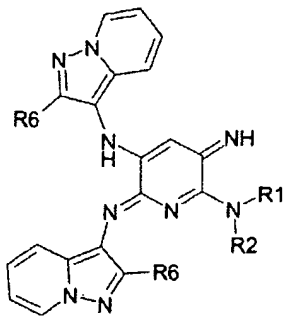
79. (New) The composition according to claim 47, wherein the compound of formula (I) is a cationic compound substituted with at least one onium radical Z.

80. (New) The composition according to claim 79, wherein at least one of the radicals R_1 and R_2 is an onium radical Z.

81. (New) The composition according to claim 80, wherein R_1 and R_2 form a ring of formula (II) wherein R' is an onium radical Z.

82. (New) The composition according to Claim 81, wherein Y is $NR'_6R'_7$.

83. (New) The composition according to claim 47, wherein the compound of formula (I) is a compound of the following formula



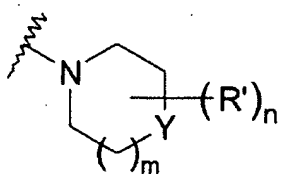
wherein R_1 and R_2, which are independent of each other, are chosen from:

-hydrogen atoms,

-linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently from the other carbon atoms, optionally is replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, C_1-C_2 (di)alkylamino, C_1-C_2 alkoxy, carboxyl, sulphonic, and thiol radicals; with the proviso that R_1 and R_2 do not comprise a peroxide bond, or a diazo or nitroso radical, and R_1 and R_2 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom, or SO_2 group, and

- an onium radical Z, or alternatively

- R_1 and R_2 form, with the nitrogen atom to which they are attached, a ring of formula (II):



formula (II)

wherein

- R' is chosen from:

  - a hydrogen atom;

  - a halogen atom;

  - a C_1-C_4 alkyl radical optionally substituted with at least one radical chosen from hydroxyl, carboxyl, C_1-C_4 alkoxycarbonyl, (C_1-C_4)alkylamido((C_1-C_4)alkylCONH-), (C_1-C_4)alkylcarbamoyl ((C_1-C_4)alkylNHCO-), (C_1-C_4)alkylsulphonyl ((C_1-C_4)alkylSO_2-), C_1-C_4 alkoxy, (C_1-C_4)alkylsulphonamido ((C_1-C_4)alkylSO_2NH-), (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkylNHSO_2-), and onium Z radicals;

  - a $NR'_3R'_4$ radical;

  - a carboxyl radical;

  - a C_1-C_4 alkoxycarbonyl radical;

- a (C_1-C_4)alkylamido radical ((C_1-C_4)alkylCONH-);

- a (C_1-C_4)alkylsulphonyl radical (alkylSO_2-);

- an alkylsulphonamido radical ((C_1-C_4)alkylSO_2NH-);

- a hydroxyl radical;

- a C_1-C_4 alkoxy radical;

- a C_2-C_4 hydroxyalkoxy radical;

- a (C_1-C_4)alkylcarbamoyl radical ((C_1-C_4)alkylNHCO-);

- (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl-NH-SO_2-);

- a C_1-C_4 thioether radical;

- a sulphonic radical (SO_3H) and the addition salts thereof; and

- an onium radical Z,

wherein R'_3 and R'_4, which may be identical or different, are chosen from hydrogen atom; and C_1-C_4 alkyl radicals optionally substituted with at least one radical chosen from hydroxyl, C_1-C_4 alkoxy, amino, mono- and dialkylamino, (C_1-C_4)alkylCO-, (C_1-C_4)alkylNHCO-, and (C_1-C_4)alkylSO_2- radicals,

- n is an integer ranging from 1 to 8,

- m is an integer ranging from 0 to 3, and

- Y is chosen from a oxygen atom, a CR' radical, a NR'_5 radical, and a $NR'_6R'_7$ radical wherein

R'_5 is chosen from a hydrogen atom and a linear or branched, saturated or unsaturated C_1-C_{10} hydrocarbon-based chain, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, optionally is replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that R'_5 does not comprise a peroxide bond, or a diazo or nitroso radical, and R'_5 is not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

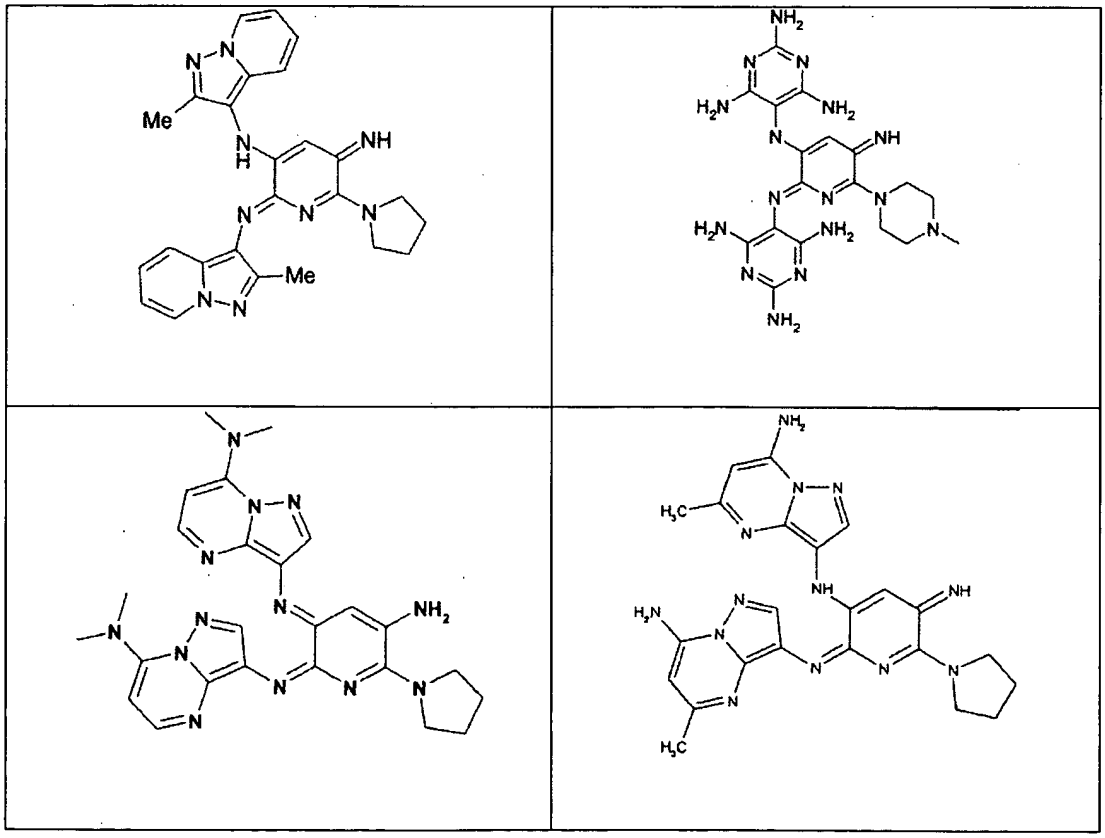
R'_6 and R'_7, which are independent of each other, are chosen from linear and branched C_1-C_{10} hydrocarbon-based chains, which are saturated or unsaturated, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, optionally is replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that R'_6 and R'_7 do not comprise a peroxide bond, or a diazo or nitroso radical, and R'_6 and R'_7 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

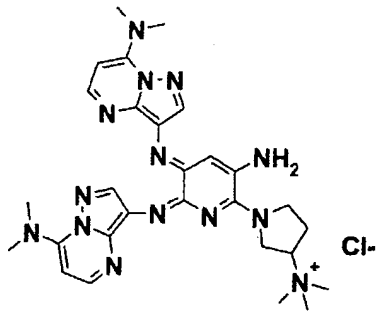
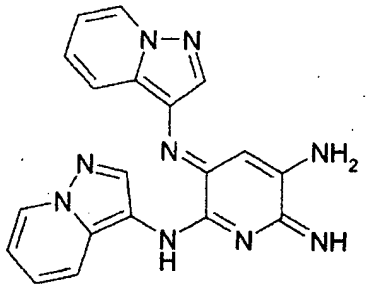
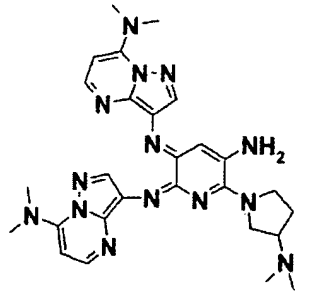
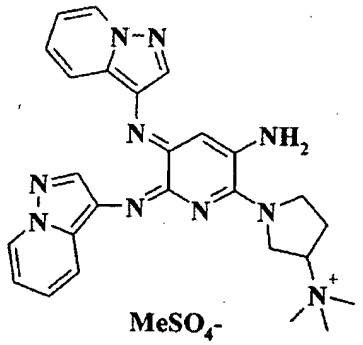
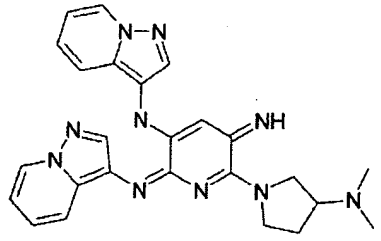
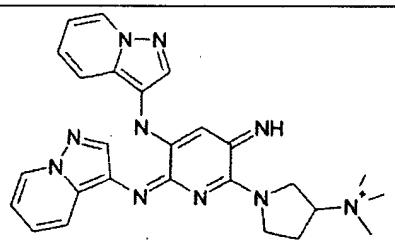
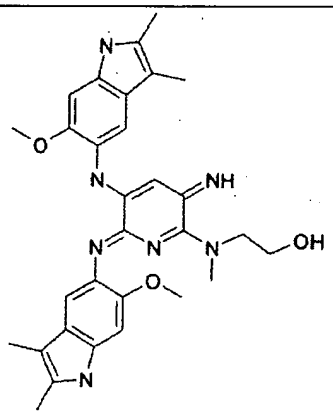
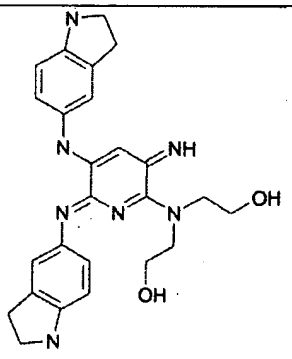
R_6 is chosen from:

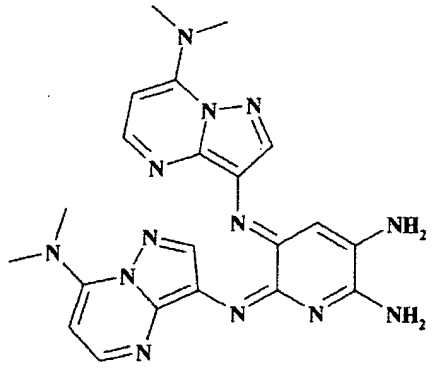
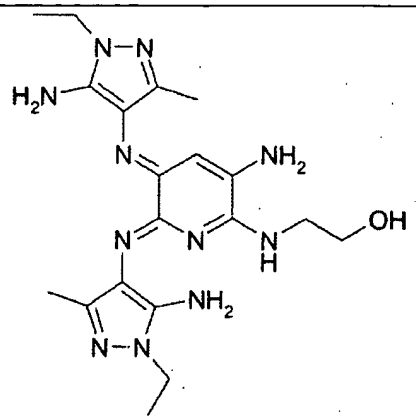
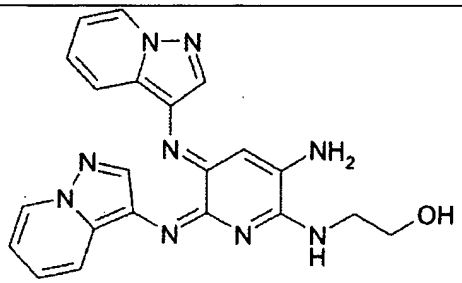
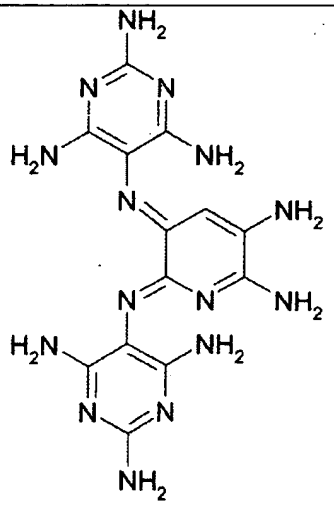
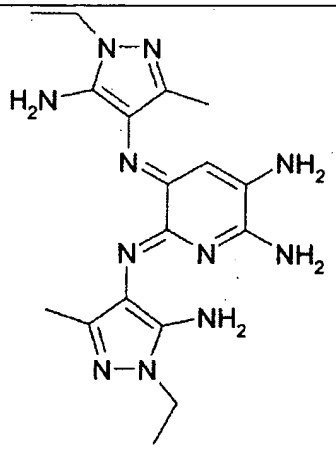
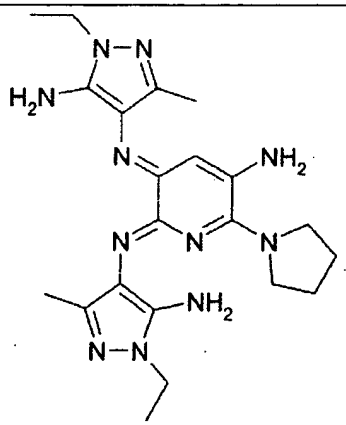
-a hydrogen atom,

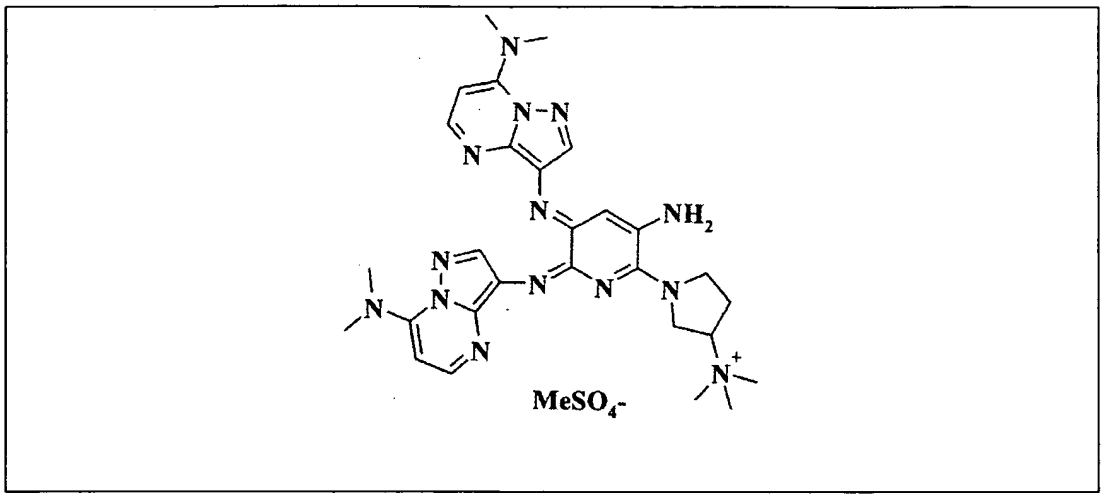
-a linear or branched, saturated or unsaturated C_1-C_{10} hydrocarbon-based chain, which optionally forms at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, which may be identical or different, optionally is replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally is substituted with at least one entity chosen from halogen atoms and hydroxyl, amnio, carboxyl, sulphonic, and thiol radicals; with the proviso that the radical R_6 does not comprise a peroxide bond or diazo or nitroso radicals.

84. (New) The composition according to claim 47, wherein the compound of formula (I) is chosen from





85. (New) The composition according to claim 47, wherein the compound of formula (I) is present in an amount ranging from 0.01% to 10% by weight, relative to the total weight of the composition.

86. (New) The composition according to claim 47, further comprising at least one oxidation base chosen from para-phenylenediamines, bis(phenyl)alkylenediamines, para-aminophenols, ortho-aminophenols, heterocyclic bases, and the acid-addition salts thereof.

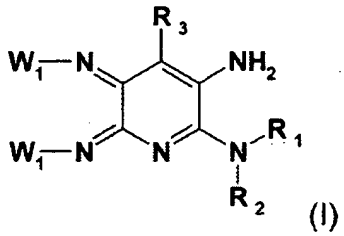
87. (New) The composition according to Claim 86, wherein the at least one oxidation base is present in an amount ranging from 0.001% to 10% by weight, relative to the total weight of the composition.

88. (New) The composition according to claim 47, further comprising at least one coupler chosen from meta-phenylenediamines, meta-aminophenols, meta-

diphenols, naphthalene-based couplers, heterocyclic couplers, and the acid-addition salts thereof.

89. (New) The composition according to claim 47, further comprising at least one oxidizing agent.

90. (New) A direct dye of formula (I) comprising, in a suitable medium, at least one compound of formula (I), or an addition salt thereof:



(I)

wherein

- R_1 and R_2, which are independent of each other, are chosen from:

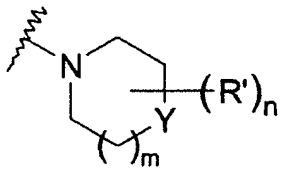
  -hydrogen atoms,

  -linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, C_1-C_2 (di)alkylamino, C_1-C_2 alkoxy,

carboxyl, sulphonic, and thiol radicals; with the proviso that R_1 and R_2 do not comprise a peroxide bond or diazo or nitroso radical, and R_1 and R_2 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom or an SO_2 group, and

-onium radical Z, or alternatively

- R_1 and R_2 form, with the nitrogen atom to which they are attached, a ring of formula (II):



formula (II)

wherein

- R' is chosen from:

  - a hydrogen atom;

  - a halogen atom;

  - a C_1-C_4 alkyl radical optionally substituted with at least one radical chosen from hydroxyl, carboxyl, C_1-C_4 alkoxycarbonyl, (C_1-C_4)alkylamido((C_1-C_4)alkylCONH-), (C_1-C_4)alkylcarbamoyl ((C_1-C_4)alkylNHCO-), (C_1-C_4)alkylsulphonyl ((C_1-C_4)alkylSO_2-), C_1-C_4

alkoxy, (C_1-C_4)alkylsulphonamido ((C_1-C_4)alkylSO_2NH-), (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl$NHSO_2$-), and onium Z radicals;

- a $NR'_3R'_4$ radical;

- a carboxyl radical;

- a C_1-C_4 alkoxycarbonyl radical;

- a (C_1-C_4)alkylamido radical ((C_1-C_4)alkylCONH-);

- a (C_1-C_4)alkylsulphonyl radical (alkylSO_2-);

- an alkylsulphonamido radical ((C_1-C_4)alkylSO_2NH-);

- a hydroxyl radical;

- a C_1-C_4 alkoxy radical;

- a C_2-C_4 hydroxyalkoxy radical;

- a (C_1-C_4)alkylcarbamoyl radical ((C_1-C_4)alkylNHCO-);

- (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl-NH-SO_2-);

- a C_1-C_4 thioether radical;

- a sulphonic radical (SO_3H) and the addition salts thereof; and

- an onium radical Z,

wherein R'_3 and R'_4, which may be identical or different, are chosen from hydrogen atoms and C_1-C_4 alkyl radicals optionally substituted with at least one radical chosen from hydroxyl, C_1-C_4 alkoxy, amino, mono- and dialkylamino, (C_1-C_4)alkylCO-, (C_1-C_4)alkylNHCO-, and (C_1-C_4)alkylSO_2- radicals,

- n is an integer ranging from 1 to 8,

- m is an integer ranging from 0 to 3, and

- Y is chosen from a oxygen atom, a CR' radical, a NR'_5 radical, and a $NR'_6R'_7$ radical wherein

R'_5 is chosen from a hydrogen atom and linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that R'_5 does not comprise a peroxide bond, or diazo or nitroso radicals, and R'_5 is not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

R'_6 and R'_7, which are independent of each other, are chosen from linear and branched C_1-C_{10} hydrocarbon-based chains, which are saturated or unsaturated, wherein at least one carbon atom of the carbon-based chain, independently of each other, may optionally be replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the

proviso that R'_6 and R'_7 do not comprise a peroxide bond, or diazo or nitroso radical, and R'_6 and R'_7 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

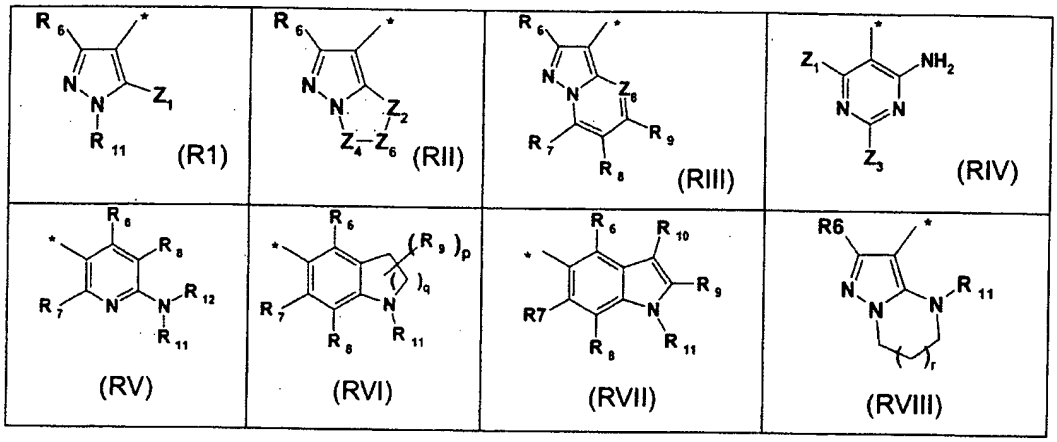
- R_3 is chosen from:

  - a hydrogen atom,

  - linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, C_1-C_2 (di) alkylamino, C_1-C_2 alkoxy, carboxyl, sulphonic, and thiol radicals; with the proviso that R_3 does not comprise a peroxide bond, or diazo or nitroso radical,

  - a $NR'_1R'_2$ radical, wherein R'_1 and R'_2 are defined as R_1 and R_2,

- W_1 is chosen from an aromatic heterocyclic radical chosen from the following radicals:



- Z_1 and Z_3, which are independent of each other, are chosen from hydrogen atoms, hydroxyl radicals and $NR_{11}R_{12}$ radicals,

- Z_2, Z_4 and Z_6, which are independent of each other, are chosen from nitrogen atoms, CR_{12} radicals, and NR_{11} radicals, wherein at least one of Z_2, Z_4, and Z_6 is a CR_{12} radical and wherein there are no more than three contiguous nitrogen atoms,

- Z_8 is chosen from a nitrogen atom and a CR_{15} radical,

- R_6, R_7, R_8, R_9, R_{10}, R_{11}, R_{12} and R_{15}, which are independent of each other, are chosen from:

  -hydrogen atoms,

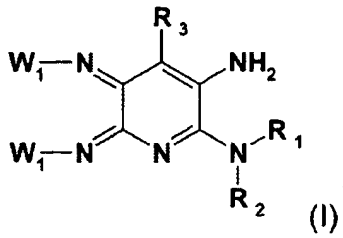
  -linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based

chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amnio, carboxyl, sulphonic, and thiol radicals; with the proviso that the radicals R_6 to R_{12} and R_{15} do not comprise a peroxide bond, or diazo or nitroso radical, and the radical R_{11} is not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

- p ranges from 4 to 8,
- q ranges from 1 to 3, and
- r ranges from 0 to 2,

- * indicates a point of attachment of W_1 in formula (I).

91. (New) A process for dyeing keratin fibers comprising applying to said fibers for a period that is sufficient to obtain a desired coloration a dye composition comprising, in a suitable medium, at least one compound of formula (I), or an addition salt thereof:



(I)

wherein

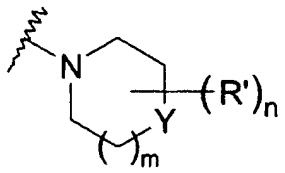
- R_1 and R_2, which are independent of each other, are chosen from:

  -hydrogen atoms,

  -linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, C_1-C_2 (di)alkylamino, C_1-C_2 alkoxy, carboxyl, sulphonic, and thiol radicals; with the proviso that R_1 and R_2 do not comprise a peroxide bond, or diazo or nitroso radical, and R_1 and R_2 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom or an SO_2 group, and

  - an onium radical Z, or alternatively

- R_1 and R_2 form, with the nitrogen atom to which they are attached, a ring of formula (II):



formula (II)

wherein

- R' is chosen from:

  - a hydrogen atom;

  - a halogen atom;

  - a C_1-C_4 alkyl radical optionally substituted with at least one radical chosen from hydroxyl, carboxyl, C_1-C_4 alkoxycarbonyl, (C_1-C_4)alkylamido((C_1-C_4)alkylCONH-), (C_1-C_4)alkylcarbamoyl ((C_1-C_4)alkylNHCO-), (C_1-C_4)alkylsulphonyl ((C_1-C_4)alkylSO_2-), C_1-C_4 alkoxy, (C_1-C_4)alkylsulphonamido ((C_1-C_4)alkylSO_2NH-), (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkylNHSO_2-), and onium Z radicals;

  - a $NR'_3R'_4$ radical;

  - a carboxyl radical;

  - a C_1-C_4 alkoxycarbonyl radical;

  - a (C_1-C_4)alkylamido radical ((C_1-C_4)alkylCONH-);

  - a (C_1-C_4)alkylsulphonyl radical (alkylSO_2-);

  - an alkylsulphonamido radical ((C_1-C_4)alkylSO_2NH-);

  - a hydroxyl radical;

  - a C_1-C_4 alkoxy radical;

  - a C_2-C_4 hydroxyalkoxy radical;

  - a (C_1-C_4)alkylcarbamoyl radical ((C_1-C_4)alkylNHCO-);

- (C_1-C_4)alkylsulphamoyl ((C_1-C_4)alkyl-NH-SO_2-);

- a C_1-C_4 thioether radical;

- a sulphonic radical (SO_3H) and the addition salts thereof; and

- an onium radical Z,

wherein R'_3 and R'_4, which may be identical or different, are chosen from hydrogen atoms and C_1-C_4 alkyl radicals optionally substituted with at least one radical chosen from hydroxyl, C_1-C_4 alkoxy, amino, mono- and dialkylamino, (C_1-C_4)alkylCO-, (C_1-C_4)alkylNHCO-, and (C_1-C_4)alkylSO_2- radicals,

- n is an integer ranging from 1 to 8,

- m is an integer ranging from 0 to 3, and

- Y is chosen from a oxygen atom, a CR' radical, a NR'_5 radical, and a $NR'_6R'_7$ radical wherein

R'_5 is chosen from a hydrogen atom and linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that R'_5 does not comprise a peroxide bond, or diazo or nitroso radical, and R'_5 is not

directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

R'_6 and R'_7, which are independent of each other, are chosen from linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, optionally is replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one halogen atom, hydroxyl, amino, carboxyl, sulphonic, and thiol radicals; with the proviso that R'_6 and R'_7 do not comprise a peroxide bond or diazo or nitroso radicals, and R'_6 and R'_7 are not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

- R_3 is chosen from:

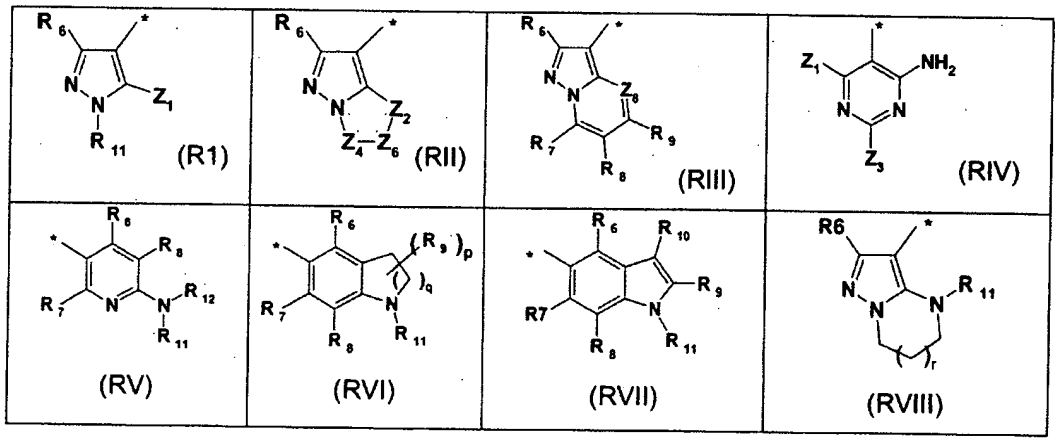
  - a hydrogen atom,

  - a linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally substituted with at least one entity chosen from halogen atoms and hydroxyl, amino, C_1-C_2 (di) alkylamino, C_1-C_2 alkoxy,

carboxyl, sulphonic, and thiol radicals; with the proviso that R_3 does not comprise an entity chosen from a peroxide bond, or diazo or nitroso radical,

- a $NR'_1R'_2$ radical, wherein R'_1 and R'_2 being defined as R_1 and R_2,

- W_1 is chosen from an aromatic heterocyclic radical chosen from the following radicals:



- Z_1 and Z_3, which are independent of each other, are chosen from hydrogen atoms, hydroxyl radicals and $NR_{11}R_{12}$ radicals,

- Z_2, Z_4 and Z_6, which are independent of each other, are chosen from nitrogen atoms, CR_{12} radicals, and NR_{11} radicals, wherein at least one of Z_2, Z_4, and Z_6 is chosen from a CR_{12} radical and wherein there are no more than three contiguous nitrogen atoms,

- Z_8 is chosen from a nitrogen atom and a CR_{15} radical,

- R_6, R_7, R_8, R_9, R_{10}, R_{11}, R_{12} and R_{15}, which are independent of each other, are chosen from:

  -hydrogen atoms,

  -linear and branched, saturated and unsaturated C_1-C_{10} hydrocarbon-based chains, which optionally form at least one 4- to 8-membered carbon-based ring, wherein at least one carbon atom of the carbon-based chain, independently of the other carbon atoms, is optionally replaced with an entity chosen from oxygen, nitrogen and sulphur atoms, and SO_2 groups, and optionally is substituted with at least one entity chosen from halogen atoms and hydroxyl, amnio, carboxyl, sulphonic, and thiol radicals; with the proviso that the radicals R_6 to R_{12} and R_{15} do not comprise a peroxide bond, or diazo or nitroso radical, and the radical R_{11} is not directly linked to the nitrogen atom via an oxygen, sulphur or nitrogen atom,

  - p ranges from 4 to 8,
  - q ranges from 1 to 3, and
  - r ranges from 0 to 2,

- * indicates a point of attachment of W_1 in formula (I).